



JANUARY 8

NASJA TRIP: CATAMOUNT, NEW YORK

Come ski at [Catamount Ski Area](#) for the day with your NASJA friends on January 8.

NASJA President Iseult Devlin is working out the details with Rich Edwards, general manager at Catamount. Rich is excited to host NASJA and several members expressed interest in going so it should be a good group.



Butternut also will gladly host NASJA members on Tuesday Jan. 9. The nearby Windflower Inn will offer a rate of \$115 per room to make it easier for members who want to stay over.



SAVE THE DATE!

NASJA 2018 ANNUAL MEETING
APRIL 11 - 15

NASJA is partnering with U.S. Ski and Snowboard Hall of Fame for an exciting event in Squaw Valley, CA. Details coming soon!

NASJA at the Boston Ski and Snowboard Expo

NASJA members gathered over the long Veterans Day weekend to kick off the ski season at the Boston.com Ski and Snowboard Expo produced by long time NASJA corporate member Bernie Weichsel and his BEWI Productions company.

Bernie offered time at the annual BEWI Luncheon for NASJA President Iseult Devlin to present NASJA's Mitch Kaplan Memorial Award to Bay State snowsports journalist Moira McCarthy Stanford and the Bob Gillen Memorial Award to Jeff Blumenfeld, principal at Blumenfeld and Associates. The luncheon is a gathering of influential ski industry resort, retail and equipment representatives, giving NASJA excellent exposure within the industry.

Space was also provided by Bernie after the luncheon for NASJA members to network

and for industry members to learn more about NASJA.

Ski Maine, Ski NH, Ski Utah and Ski Vermont held receptions for journalists in conjunction with the opening day of the Boston Expo.

BEWI Productions also produced a Ski Expo in Denver the same long weekend. The BEWI shows are geared towards consumers and expo attendance often reflects skier visit numbers at resorts and retail outlets.

BEWI Vice President Christine Donovan said "We experienced terrific attendance at both cities. Boston was up about 5 percent with 42,000 attendees and Denver about 6 percent to 23,500 attendees. The excitement was contagious in both cities with returning exhibitors responding that they were optimistic about the coming season due to the increases in their pre-season sales at the expos."

"Retailers in both cities saw increases in product sales onsite which hopefully means the consumer is geared up and ready for a great ski season. If the expos are the gauge to measure the upcoming season by, we would think this winter is going to be a great one! Although, we know Mother Nature needs to do her part too," Christine added.

NASJA Past President Phil Johnson admires the photo of himself used on promotional material at the Boston.com Ski and Snowboard Expo. The photo on the poster was taken by NASJA press member Dino Vournas at Brundage Mountain.



NASJA President Iseult Devlin (left) presented Bay State snowsports journalist Moira McCarthy Stanford with the Mitch Kaplan Memorial Award and public relations professional and principal at Blumenfeld and Associates Jeff Blumenfeld with the Bob Gillen Memorial Award at the Boston.com Ski and Snowboard Expo.

NASJA Welcomes New Press Members



Jessica Kaplan

Jessica Kaplan is a freelance writer and fashion trend forecaster for a variety of media outlets including The New York Times, Snowboarder Magazine and Stylesight. She has specialized in street style fashion and athletes' looks as well as interviews with athletes Shaun White, Hannah Teter, Torah Bright and others. Growing up as a skier in New England, she learned to snowboard at 18 and fell in love with the sport.

Eric Wilbur



Please welcome Eric Wilbur to NASJA. Wilbur was a staff writer for many years at the Boston Globe. He has spent more than two decades in various forms of media including TV, Internet, newspaper and radio. In addition to freelance writing, today he is a journalism teacher with a passion for writing and covering winter sports.

Final call for award nominations!

NASJA presents three annual awards which require nominations from our membership: the **Carson White Snowsports Achievement Award**, the **Bob Gillen Memorial Award**, and the **Mitch Kaplan Award**.

If you are a current NASJA member, you can nominate an individual [online](#). Please submit your nominations for the following awards by December 31, 2017.


[More information about these awards can be found on nasja.org.](#)

MAKE AN AWARD NOMINATION!

Run for a NASJA Board Position

NASJA is looking to fill two vice-president slots after the winter season. If you are interested in running for a position, please contact Sue at execsec@nasja.org and she will pass your name along to the NASJA Nominating Committee.

Your involvement with NASJA
has earned you
EXCLUSIVE REWARDS



CHECK OUT THESE NASJA MEMBER BENEFITS!

Experticity, the online community for industry experts and influencers, has granted NASJA members insider access to discounts – of up to 70% off retail pricing – on hundreds of brands that you know and love. If you are a press or corporate member, we invite you to join the NASJA group to access exclusive discounts. Here's how to

take advantage of these great deals:

1. Go to [experticity.com](https://www.experticity.com)
2. Redeem this group code: 5D58-7ADC-34E3-956F
3. Verify your email and start enjoying your access

Questions? Contact Aaron.byndorp@experticity.com

